

THE AMPLIFIER

MEDIA PSYCHOLOGY

DIVISION 46 OF THE AMERICAN PSYCHOLOGICAL ASSOCIATION

FALL 2001

Presidential Message

Lenore E. Walker, EdD, ABPP



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our airplanes into bombs that killed over 7000 innocent people and traumatized millions more. Psychology is supposed to help us understand human behavior by studying it scientifically. However, these last few weeks have proven that we are far more than those who provide encyclopedia-like psychological data. Rather, we have come together with others in our communities, and shared our humanness – our concerns for the primary, secondary and tertiary level victims of these tragic times.

The primary victims, those who needed immediate medical and psychological attention, were attended to by those of us who were in the New York, Washington, DC and Pennsylvania crash sites. They brought the information out of the burning buildings telling stories of the heroes and heroines, many of whom did not make it out to tell their own stories. Many of them turned out to be rescue workers, another of the oddities of the unexpected. Disaster-trained psychologists were there, providing a listening ear, a human touch, food and drink, and a kind word. The stories of some of those who brought sandwiches and blankets to the wounded were on the internet, making all of us feel as if we were included. Most of these victims didn't need counseling yet. That will come later, when their immediate shock and physical wounds heal.

The secondary victims, those who loved the ones who have perished in the most unthinkable way, most often received the care and concern of psychologists. The hundreds of stories of those walking up and down the streets of New York holding

pictures while desperately looking for their loved ones will be with me forever. Our members were providing compassion with information, helping them begin the long journey into grieving and surviving unspeakable trauma. The insecurity and fear from not knowing who escaped and who were lost forever can only be compounded by the news that few bodies will ever be recovered from the wreckage. We know that those so touched will have trauma reactions for a long time. Our members have already published brochures and other materials to help their recoveries over time.

Slowly, the media are using our psychological knowledge, to try to lessen the continued impact from posttraumatic stress disorders. The tertiary level victims, all of us who were exposed to the images broadcast hour after hour for days on end, still are not

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Psychologists Offer Aid in Troubled Times

APA and the Division of Media Psychology have taken an active role in helping the public cope with the tragic events of September 11, 2001.

APA President Norine Johnson, Ph.D. and Chief Executive Officer Raymond Fowler, Ph.D. reported that as soon as the first news reports of the attacks were broadcast, staff in the APA Public Communications Office and the Public Relations Office of the Practice Directorate were fully engaged in helping the news media cover the mental health issues of the day's events and in mobilizing the APA/American Red Cross Disaster Response Network.

The Disaster Response Network (DRN) is a joint project between APA and the American Red Cross. In the time of an emergency or disaster, the DRN, working with the state associations, mobilizes to work with victims, family members and rescue workers on the scene of the event, within the first few hours of its aftermath. As of September 13, the response network had been activated in 41 states. Drs. Johnson and Fowler reported that in addition, psychologists in Oklahoma, Arizona, and North Carolina staffed crisis lines at local television stations. Other APA members hosted chat rooms for children on national web sites such as AOL/Time Warner.

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back to “normal.” People are more restless, preoccupied, non-attentive, tired, irritable and in general, less efficient than they usually are at their routine activities. Travel in the US and other parts of the world was reduced to a bare minimum. For days at end, many were unable to shut off their televisions and radios. Small business owners are in desperate economic trouble. Larger corporations are laying off workers to try to survive. By the time you read this it will be clear that we are in an economic recession. We must all keep an optimistic outlook that things will improve – psychological trauma symptoms do recede and the country will rebound from whatever else will follow.

The camaraderie amongst people is growing. Staying close to home means reconnecting with neighbors, friends, and family. My students all need close contact with their families and friends at this time, whether or not they are what we call “dysfunctional.” I am buying stock in companies that will continue to grow – like in communications and what my broker calls “value” stocks! We do rely more on our interaction with people in times of crisis – whether passively listening or actively talking to each other. Media psychologists have an important role to fill in the days ahead so that accurate psychological information gets out to the general public.

As a division, I hope we have been able to help our members accommodate to this strange new world we are facing. Our meetings and presentations at the APA meetings in San Francisco were enthusiastically attended by so many. Florrie Kaslow put together two fantastic talent nights for the “media mavens” to showcase their talents. We knew we could write books and print columns, talk on the radio and TV, and communicate over the internet but who knew what comedians and songsters were here!

By the time you read this, my year as your president will almost be finished. It truly has been a privilege for me to work closely together with the board and be your leader this year. I want to publicly thank all the elected officers and committee heads for your hard work to make us a very viable and valuable part of APA. One of the greatest satisfactions of being part of APA and division governance is the lasting friendships that are made. Get active next year! Join us at our midwinter meeting planned together with the APA CE and Division 42 meeting in Orlando, Florida the weekend of February 7-10. We plan to have a special “fun” day on Sunday, February 10 to solidify those new friendships you will want to keep. See you there!❖

PSYCHOLOGISTS OFFER AID IN TROUBLED TIMES

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APA also worked to bring information resources to the public. Activities in this arena have included responding to numerous

media requests, issuing a nationwide press release on post-traumatic stress, and devoting the front page of the APA website to a public information piece on coping with traumatic stress. In addition, Dr. Johnson gave a radio interview on September 12 in which she spoke about how people can best cope and help their children cope with the national shock and grief. The interview was packaged into a radio news story and distributed to radio stations nationwide. APA’s Practice Directorate created public education materials designed to help members create in-school forums during which children can talk about their feelings regarding what they have seen and heard. This material can be accessed on the APA web site.

Division 46 members have been an active part of APA’s effort to help the public cope with the horrific things they saw and heard either first-hand or on television. Division 46 Former President Lawrence Balter, Ph.D. appeared on WCBS TV (Channel 2--NYC) special programming the night of the disaster. During the following days he appeared on phone interviews with various broadcast and print media. He spoke about helping children cope with disaster. He also posted a special tip sheet for parents on his web site: www.DrLawrenceBalter.com.

Division 46 members Armond Aserinsky, Ph.D. and Michael Fenichel, Ph.D. were interviewed by the Associated Press on the topic of a possible “mass mourning” effect on the nation. Dr. Fenichel was also interviewed on WALE radio regarding ways that mental health and rescue workers cope with their own trauma. In addition, Dr. Fenichel has compiled relevant information for clinicians, teachers, and children at: <http://www.fenichel.com/hope.shtml>.

Division 46 President-Elect Designate Elizabeth Carll, Ph.D., a Long Island psychologist, has been working with victims and families of the World Trade Center disaster. Dr. Carll founded the NYS Psychological Association’s Disaster Response Network in 1990, which she coordinated for 10 years, and served on APA’s National Disaster Response Task Force for 7 years. She also serves as the New York coordinator for APA’s Public Education Campaign. Since the WTC Disaster, in an effort to help the public cope with the aftermath, Dr. Carll has also been interviewed by the *New York Times*, *Newsday*, *CBS Morning Show*, *CNN Financial News*, *News 12*, *Philadelphia Inquirer*, and other print and radio outlets.

Division 46 Former President Alan Entin, Ph.D. provided information to the NBC station in Richmond on how to help children cope with the news about the terrorist attacks, and on how to help people get over their fears of flying in the wake of the hijackings. Dr. Entin also participated in the Virginia Disaster Mental Health Response Network, where he counseled a woman whose brother was killed in the World Trade Center.

Division 46 Former President Florence Kaslow, Ph.D. participated in numerous media interviews, including CNN’s *Talk Back Live* on Saturday, September 15. She has also been involved in grief counseling and helping people cope with the aftermath of the recent traumatic events.❖

Convention Round-Up

Here's a sample of the numerous media psychology programs Division 46 members presented at APA's annual convention.

A Cyberspace Odyssey

On Monday, August 27, an energized audience was treated to "2001: A Cyberspace Odyssey--Integrating the Internet Into Our 21st Century Lives." Michael Fenichel, PhD, president of the International Society for Mental Health Online (www.ismho.org), began with a brief historical overview and some demographics to suggest how extensively the Internet has affected our every day lives. Next came a live online tour of "what's out there" on the web for psychologists, students, and consumers, ranging from self-help tools and information to support groups to treatment. This was capped off by a virtual tour of "The Good the Bad and the Ugly" aspects of online mental health resources.

Following this overview of the unique media known as the Internet, Nancy Kalish, PhD (author of the book *Lost & Found Lovers*, researcher, and host to an online message board and teen advice site) looked at the ways in which the Internet has facilitated new and re-kindled relationships, as well as the risks and consequences. From there, John Suler, PhD, author of *The Psychology of Cyberspace* gazed into his crystal ball to envision a not-too-distant future where therapists more fully utilize the potential of technology to provide greater options, using both synchronous and asynchronous communication tools, and techniques ranging from e-mail to virtual reality treatments. Finally, APA's Director of Technology Policy and Projects, David Nickelson, PsyD, JD, spoke about the current issues regarding licensing, reimbursement, and legal/ethical constraints as they apply to Internet-facilitated psychological treatments. He noted a new era on the horizon given new privacy regulations, and he promised some new and exciting web-based research and education projects to be seen soon on the APA website.

Aging Women and the Media

Division 46 president-elect Rhoda Fisher, PhD presented findings of a decade-long study in which she followed the frequency of

The Amplifier is published quarterly by APA Division 46, the Division of Media Psychology. Contributions from members are encouraged. Deadlines for articles are as follows: December 1 (Winter issue), March 1 (Spring issue), June 1 (Summer issue), and September 1 (Fall issue). Articles should be relevant to media psychology and should not have been previously published elsewhere. Authors should ensure that their reports are in accord with APA guidelines regarding client confidentiality, use of research participants, etc. This is Jill Adaman's last issue as *Amplifier* Editor. We thank her for all her contributions and wish her well.



Left to right: Nancy Kalish, John Suler, and Michael Fenichel, of "2001: A Cyberspace Odyssey--Integrating the Internet Into Our 21st Century Lives" at the 2001 APA convention.

aging women pictured in the News section of the daily paper (local and *New York Times*). For 8 out of those 10 years she found a dearth of such pictures. White haired men were more frequently pictured and most frequent were the pictures of young male sports heroes. The last sample, taken in 1999, showed a significant change with older women much more frequently represented.

Dr. Fisher then chose to look at comic strips, because there was some modicum of control exercised over length of strip. The definition included 12 frames or half a page. She randomly selected 7 strips and followed them for 20 weeks. Aging women were minimally represented as compared to aging men or young men or women. The role most often given to the white haired woman was that of the advisor, the reliable one, the one people can count on.

Media Consulting

Five psychologists experienced with print, radio, and television related their experiences on "Maintaining Integrity and Scientific Standards as a Media Consultant." This multimedia forum gave an invigorating picture of the all-too-human process of translating science and clinical knowledge for a mainstream audience, beginning with the question of when is one's research or clinical practice ready for popular consumption. Other questions concerned the obligations and limits of responsibility for accurate interpretation, mechanisms of correction for misinformation, and how to maintain scientific standards even for the nontechnical audience. Psychologists represented print and televised media in both news and talk formats as well as government-sponsored service delivery programs. Participants included Dawn K. Wilson, PhD; James L. Spira, PhD; Mary Banks Gregerson, PhD; Sally Singer Horwatt, PhD; and Susan Kastl, PhD. Lastly, distinguished health and media public policy advocate Jessie Gruman, PhD discussed the professional resistances to and the tenacious dedication necessary to provide excellent service to the media.

Ethics in Telehealth

For the APA Convention 2001, the Division 46 Telehealth Task Force coordinated a highly successful program, where two

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CONVENTION ROUNDUP

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Internet researchers (Drs. Susan X Day and Robert Glueckauf), a telehealth attorney specialist (George Alexander, Professor of Law) and the past and current APA Ethics Committee Chairs (Drs. Thomas Nagy and Celia Fisher) were invited to address the issue of media hype related to practicing psychotherapy online.

Fact was separated from fiction, and attendees were given copies of the 5th draft of the revised Ethics Standards for reference during discussion. The goal of the program was to debunk non-empirically based claims to efficacy of approaches such as e-mail for psychotherapy with unknown and unseen patients worldwide. Legal ramifications of practicing without adhering to the community standard of care were also discussed. A research-based model for practicing psychotherapy within the standard of care for most communities using the Internet and videoconferencing was offered by Dr. Maheu, who served as Symposium Chair.

The symposium presenters unanimously and resoundingly called for research before services are offered to the public by psychologists. Developing quality programs of this type are the ongoing goal of the Task Force. The specific mission of the Division 46 Telehealth Task Force will be to help coordinate another such quality program for the APA 2002 Convention.

Electronic Media and Children

Dorothy G. Singer, PhD chaired a symposium on "Electronic Media and Children: Current Issues and Future Research." The purpose of this symposium was to first discuss the numerous new technologies and such issues as advertising, privacy, the use of websites, chat rooms, and the materials available on the Internet for home schooling. This was by Todd Tarpley. The next paper by Kaveri Subrahmanyam focused on the impact of interactive technology on the cognitive and social skills of adolescents. This was followed by Sandra Calvert and Jennifer Kotler's information about children's favorite programs and why they watch them followed by a discussion of the effects of video games on youth by Brad Bushman. Finally, there was a presentation of the effects of sexual content on young people by Neil Malamuth.

Psychology, News Media, and Social Change

Elizabeth Carll, PhD organized and chaired a symposium on "Psychology, News Media, and Public Policy: Effectively Promoting Social Change," which included APA President-Elect Philip Zimbardo, PhD; former APA President Pat DeLeon, PhD; Otto Wahl, PhD; Roger Klein, PhD; and Jeff McIntyre, PhD. The symposium addressed the news media portrayal of mental illness, various aspects of violence, and minorities, and implications for public policy. The need for accurate portrayal of social issues and psychology's role in formulating appropriate social policy was discussed. Dr. Carll presented on the "News Media Portrayal of Women and Violence: Implications for Public Policy."

Dr. Wahl's presentation focused on news media portrayal of mental illness and the implications for public policy. To assess the

nature of news coverage of mental illness, 50 articles, identified by a computer search under the keyword "mental illness," from six newspapers from different parts of the U.S. were reviewed and rated. Results from 1999 newspapers revealed that the most common theme of these stories (in 26% of the 300 articles rated) was dangerousness, consistent with findings from previous studies from around the world. At the same time, positive stories (of accomplishment and recovery), perspectives of people with mental illnesses, and opinions of non-medical experts were relatively rare. Public policy consequences of emphasis on crime and violence include continued fear and isolation of people with mental illnesses, resistance to community care, employment discrimination, reluctance to devote resources to improved care, and increased willingness to endorse coercive treatment. Absence of positive stories and of mental health consumer perspectives convey an implicit message that those with mental illnesses do not recover and are unable to speak for themselves, undermining efforts to increase public resources and opportunities for people recovering from mental illnesses. Dearth of non-medical opinion leads to further "medicalization" of mental disorder, an emphasis on medication and hospitalization as the only treatments for mental illness, and a lack of description or appreciation of the importance and effectiveness of psychosocial interventions.

Mental Health Professionals in Movies

Stephen Dine Young, PhD presented on "Character Motivation in the Representation of Mental Health Professionals in Recent Movies." This presentation explored the ways in which therapists and other mental health professionals have been portrayed in recent popular movies. A systematic content analysis determined the motivating factors behind the professional behavior of mental health professional characters. The top 20 box-office grossing films of each year from 1990 to 1999 were reviewed. These 200 films were reviewed by undergraduates who received \$5 per film in compensation for watching them. Twenty-seven mental health characters with significant roles were identified, in 19 different films (10% of original sample). These characters were then evaluated using a coding scheme that included categories for character motivation, release date and genre of the movie, and age, gender, race, professional affiliation and primary professional activity of the character. Six different motivational categories were advanced: 1) power; 2) love/lust; 3) money; 4) curiosity; 5) concern for self; and 6) concern for others. "Concern for others" (e.g., Dr. Malcolm in *The Sixth Sense*) and "power" (e.g., Dr. Chilton in *The Silence of the Lambs*) were found to be the most common motivators in this sample of characters. The motivational categories were conceptualized as representing archetypal and cultural "fantasies" about the nature of mental health treatment. The possibility of distortions that can arise from the cinematic representation of these portrayals, as well as insight/realities suggested by the portrayals, were discussed. For example, "concern for others" can be distorted to the point where cinematic therapists are portrayed as nearly saintly in their caring and benevolence. At the same time, concern for others is reflective of an important reality in that this motivation may be a necessary (although probably not sufficient) condition for everyone who enters the mental health field. ❖

APA Council Minutes, August 2001

Submitted by Lilli Friedland

Dr. Norine Johnson, APA President, attended over 40 national and international conferences this year. Her platform has been to promote psychology as a broad-based health profession and to educate others on how psychology builds a better world through leadership in research, practice, and public interest.

Ray Fowler, Ph.D., Executive Director, described some of the Association's more recent projects, which include: 1) release of the revised APA *Publication Manual* and an *Encyclopedia* (in collaboration with Oxford Press); 2) the ACT (anti-violence) media program, a collaborative effort with the Ad Council, which has given the APA \$10 million in free media coverage; 3) the Five Girls Project, which was aired on PBS; 4) improved staff retention rates, which are helping to increase APA's productivity; and finally, 5) the renaissance of the APA Foundation.

The **Task Force on Membership Retention and Recruitment** within APA presented their report which essentially found that those members who identified as psychologists, through divisions or other specific areas, remained members of APA. Those who chose to identify with a subspecialty or area either did not join or left APA. What is clear, in order to develop and retain members, we need to focus on the common ground we share as psychologists. Additional money was voted for the task force to meet to discuss ways to implement its findings.

The **affirmative action report** indicated that minority employment within APA has significantly increased over the past year, there continues to be room for improvement, and the APA will continue in its efforts in this area.

Dues Reduction and Life Members Exemption was changed to a **dues-reduction** category. This change for minimal dues was decided in order to help APA offset the costs of sending the *APA Monitor* and other information.

A **Two-year College Teacher Affiliate Membership Category** and a Committee of Teachers of Psychology at Community Colleges were established. The intent of these measures is to provide a home within APA for the estimated 5,000-10,000 faculty who teach psychology in community colleges.

Forensic Psychology was formally recognized as a specialty in professional psychology and both Psychopharmacology and Psychological Treatment of Alcohol and other Psychoactive Substance Disorders were recognized as proficiencies.

The titles and descriptions of three awards granted by the Board of Professional Affairs were changed to make the awards more relevant to the field of psychology. The new titles are The APA Award for Distinguished Professional Contribution to: 1) Applied Research, 2) Independent or Institutional Practice in the Private Sector, and 3) Practice in the Public Sector.

A resolution passed recommending that the **death penalty in the U.S. be suspended** either indefinitely or at least until a number of important concerns were addressed through psychological and other social sciences research.

The 2002 APA Preliminary Budget of \$84,821,100 was approved. This budget includes a **\$7 dues increase** (from \$219 to \$226) for 2002, which was recommended by Council in 2000 and corresponds to the consumer price index.

To **increase ethnic minority participation in Council**, members of Council voted to fund ethnic minority psychologists elected to Council in 2002-2004. The funding for lodging and transportation would continue for the durations of the term in office.

A special ceremony was performed in which Council **honored** individuals who served as **psychologists on active duty in Viet Nam**.

The **Board of Convention Affairs** has recommended a number of **changes**, including shortening the convention from five days to four. During the current session, Council voted to formally evaluate over a two-year period some of the more significant changes.

Committee on Accreditation (CoA) submitted a summary of their "Consumer Satisfaction Survey" which indicated that doctoral programs and internships seem to be generally satisfied with the accreditation process. Areas of continued improvement were noted.

The **Modified Wild Card Proposal** passed; it nearly assures each APA Division, State, Province, and U.S. territory a Council seat. If this plan is approved by the general membership, it will go into effect in 2003.

Follow-Up to Council Meeting

Special report to Council on the conference call of the Board of Directors for **Developing Psychology's National Agenda for Children's Mental Health: APA's Response to the Surgeon General's Action Agenda for Children's Mental Health**.

The APA Working Group on Children's Mental Health noted that the Surgeon General's Conference on Children's Mental Health was unprecedented; the first ever conference by that office focused on these issues. The Working Group took as its mission to follow up on the points of the Surgeon General's action plan. After reviewing APA's activities supportive or consistent with the goals of the Surgeon General's Agenda, the Working Group recommended that APA:

1. Define necessary characteristics of an effective primary mental health care system for children and advocate with other professional organizations, consumers, and policy makers for its implementation.

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Parental Alienation Syndrome: Media Likes Topics Without Scientific Data¹

Leslie M. Drozd, Ph.D.²

For more on this article, see the Division 46 website at www.apa.org/divisions/div46

An analysis of this dilemma is addressed in five ways: Lack of training in social science research methodology; lack of resources provided to the media in real time; there's the power of celebrity and marketing; there's journalism's own social behavior model and its cultural metaphors; there are remedies.

Training: Contrary to what some people think Watergate did NOT cause all journalists to be trained as true investigators. With few exceptions, journalists are taught only how to approach poll results. This is most, if not all, of their exposure to interpretative data unless they have taken statistics as undergraduate students. Journalists are taught to question research findings but not to delay publication necessarily while waiting for all of their questions to be answered. Editors like the fact that a story can have a shelf life of several days if it is compelling and if new questions keep arising about the original, first-day presentation. They will say "This story has legs." Moreover, disputes between people with real faces (including charges and denials in a court case) are considered more compelling than disputes over faceless ideas and their validity.

Resources: With few exceptions, journalists don't know about the APA, don't know it has a Web site and don't know who to call when in need of "neutral" experts on a moment's notice, except perhaps a noted lawyer known locally, or a faculty member at a

local college. This can produce bad results due to these sources' lack of expertise in a particularly narrow field.

Celebrity and Marketing: Psychology still is stigmatized as a pseudo science, thanks in part to the explosive availability of self-help books written by qualified and non-qualified individuals, and the wide acceptance of these books. Journalists are prone to call on a media celebrity who has been promoting his/her book on talk shows as often as any legitimate researcher with academic credentials. Not all experts speak with one voice. And there are political agendas within professions such as psychology and many journalists know it.

Journalism's Own Culture: Most journalists rely on the adversarial process to "wash out" any suspicious evidence or testimony through cross-examination. That process sometimes fails. Also, journalism treats adversarial proceedings as innings in a baseball game. You report what's going on when the first team is at bat, believing that fairness will accrue when you report what the other team does when it gets its turn at the plate.

Remedies: Increase outreach to individual journalists by developing one-on-one relationships with beat reporters. Educate journalists about APA. Provide a name-and-phone-number source directory. Distribute sample curriculum for Socratic discussions about hypothetical cases to schools of journalism. Hold workshops on social sciences research reporting in cooperation with local journalism organizations such as press clubs, the Society of Professional Journalists, etc. ❖

¹This paper was presented as part of a 2001 Presidential Address panel, chaired by Lenore Walker, Ed.D., ABPP.

²In association with Jeffrey A. Perlman, who has been a journalist for over 25 years with the *Los Angeles Times*. Dr. Drozd can be reached at ldrozdphd@aol.com, 1001 Dove St., Ste. 140, Newport Beach, CA 92660; voice mail: 949-786-7263; fax: 949-851-1456.

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2. Educate other service providers, parents, and families about child mental health issues.
3. Advocate with federal policy agencies for parity in financial resources for children's mental health services.
4. Work to ensure that children's needs and issues are included in any advocacy by APA regarding financial support for research, training, and services, and that advocacy include efforts that will help promote healthy development, prevention of mental health problems, and provision of effective mental health services (e.g., evidence-based, culturally competent, developmentally appropriate, and family centered).
5. Expand current efforts to increase public awareness of mental health issues and de-stigmatize mental health needs to include child mental health.
6. Advocate with federal private funding agencies to promote research in children's mental health with particular focus on gaps that hinder culturally competent and developmentally appropriate understanding of children's mental health

needs.

7. Identify and synthesize best practices for linking research and practices in regard to child mental health.
8. Provide oversight and organization in implementing these recommendations by having the APA Board of Directors appoint, for a three-year term, the Ad Hoc Working Group on Children's Mental Health.

The Report of the Working Group is much more comprehensive than this brief summary can convey.

A second focus of the conference call was in light of the recent terrorists' attacks, the 1995 Resolution on the Psychological Needs of Children Exposed to Disasters. The resolution addresses the mental health needs of children who experience or are exposed to natural and human-made disasters. The resolution was drafted shortly after the bombing of the World Trade Center and recognizes the possibility of more international terrorist attacks and that U.S. sites would be targets. The resolution outlines several possible activities to address the immediate and long-term mental health needs of children following disasters. See a copy of the resolution at www.apa.org/pi/cyf/cyfres.html. ❖

People News

Lawrence Balter, PhD, parenting contributor at CBS TV's *Early Show* with Bryant Gumbel and Jane Clayson, presented a five-part "Back-to-School" series in August. The series included segments on Starting School, School Refusal, Homework, Bullies, and College Freshman. Dr. Balter is professor of Applied Psychology at New York University and a nationally known expert in child development and parenting. He is a contributing editor and columnist at *Family Circle* magazine, and has written numerous books for parents and children.

Former Division 46 president **Irene Deitch, PhD** received a Notable Outstanding Video Achievement Award--Health in April 2001. Over the past several months she has been involved in cable TV shows on "Surviving Cancer" and "Preventing School Violence," gave newspaper interview on "Empty Nest Syndrome," and presented a paper entitled "It's Never Too Late" at the International Council of Psychologists meeting in Winchester, England. At APA's 2001 convention, she presented programs on aging successfully, "When bad things happen to good psychologists," and "Love and Death: Psychologists Enhancing Quality of Life." She also performed at the Media Mavens Cabaret Night and at the Comedy Jam, and came in first place in three age divisions in the annual 5K Fun Run. She continues as Producer and Host of *Making Connections*. Dr. Deitch's work as a grief therapist was also featured in the October 1 issue of *Time* magazine.

Linda De Villers, PhD has published a newly revised and expanded edition of her book *Love Skills: A Fun, Upbeat Guide to Sex-cessful Relationships*. The book is published by Aphrodite Media, 4712 Admiralty Way, #555, Marina del Rey, CA 90292-6998 and distributed by Greenleaf Book Group. It's also available through Amazon.com.

Alan Entin, PhD is recovering from a heart attack which occurred during APA's annual convention in San Francisco in August. He is doing well and we send him our best wishes.

Carol Goldberg, PhD, ABPP, is host and producer of a weekly TV program, *Dr. Carol Goldberg and Company*. The program promotes psychology by providing helpful information to the public about different ways psychologists use their skills. Using an interview format, the half-hour program features psychologists discussing health, parenting, business, aging successfully, and preventing abuse and school violence. It began broadcasting on Public Access stations in New York on May 1st. It can be seen in Manhattan every Monday at 8 PM (Channel 57) and throughout Long Island every Tuesday at 8:30 PM (Channel 71 or 70 depending upon area).

Nancy Kalish, PhD was interviewed for an article on rekindled romances in the *Chicago Daily Herald* on August 14.

Marlene Maheu, PhD has collaborated with Pamela Whitten and Ace Allen on a new book, *E-Health, Telehealth, and Telemedicine: A Guide to Start-Up and Success*. The book, which is

part of the Jossey-Bass Health Series, was published in February 2001 and is available at Amazon.com for \$18 off list price. It is an introductory text for healthcare professionals, healthcare executives, project administrators or students who want a glimpse into the realities of e-health, telehealth and telemedicine project start-up and management. In addition, Dr. Maheu and Rona Subotnik have collaborated on the upcoming book *Infidelity on the Internet: Virtual Relationships and Real Betrayal*. This book, to be released in November 2001, is described as a self-help manual for consumers who want to understand how to identify symptoms of problematic cyber-sex and cyber-infidelity, and how to navigate through the turbulent relationship consequences. ❖

Talent Show Evokes Praise From Many Quarters

Florence Kaslow, PhD

The talent show that the Division sponsored at both the APA opening gala and at the Division 46/52 social hour has received accolades from many quarters. It was a pleasure to direct and produce this and to have such wonderful cooperation from so many Division members as well as from the APA Executive Office. Our thanks to Judy Strassburger and Liz Kaplinski who were so helpful there as well as to our two accompanists, Chris Ketchman and Stan Moldawsky, who played on Friday night and Monday night respectively, and to all the superb performers. Below you will find the program for each evening's event. We are reprinting them here for those who missed it as well as a fond remembrance for those who attended.

Friday, August 24

Mistress of Ceremonies: Florence Kaslow
 Aging and Other Life Experiences: Irene Deitch
 Texas Blues Brothers: Bob McPherson, Richard McGraw, & Group
 Bonnie Raitt Torch Song: Laura Brown
 Yiddish DSM-IV: David Shapiro
 Song Parodies--Division 35 Women's Chorus: Jackie Gentry and Friends
 Vocal Selections You Could Never Shame Me and Those Were the Days: Phyllis Koch Sheras
 Songs for Therapy Clients to Whine By: Albert Ellis
 Director and Producer: Florence Kaslow
 Accompanist: Chris Ketchman

Monday, August 27

Mistress of Ceremonies: Florence Kaslow
 Vocal Selections You Could Never Shame Me and Those Were the Days: Phyllis Koch Sheras
 My Honey's Lovin' Arms: Stanley Moldawsky
 Yiddish DSM-IV: David Shapiro
 Brahms Intermezzo (Lullaby) Opus 117, No. 1 and Capriccio: Don-David Lusterman
 Texas Blues Brothers: Bob McPherson, Richard McGraw, & Group
 Director and Producer: Florence Kaslow
 Accompanist: Stanley Moldawsky ❖

Media Watch Committee Awards Two Golden Psis at APA Convention This Year

Harriet Schultz, PhD

Division 46's Media Watch Committee is pleased to announce that two TV shows, *Law & Order* and *Once and Again*, were awarded Golden Psi trophies this year. This award was developed to recognize producers who demonstrate excellence in the responsible portrayal of mental health professionals, either by showing highly professional/ethical behavior, or, if the behavior depicted is unprofessional, it is clearly labeled as such. Using the rating system developed by our group, two episodes of each of these shows were deemed worthy of the Golden Psi. Several members of our committee rated these shows, which were selected after careful review of several episodes submitted by the producers. The raters are to be commended for their diligence.

Law & Order's episode titled "School Daze" dealt with a school shooting. Under time pressure, a school psychologist is asked by detectives to reveal the name of a student who she suspects may be the shooter. She hesitates and asks for a court order, indicating she has knowledge of the law and the ethics pertaining to "privilege." But she finally acquiesces to authorities and reveals the student's name. The producers make it clear that the psychologist's behavior is inappropriate. By contrast, the psychiatrist who evaluates the alleged shooter explains the limits of confidentiality to the boy at the outset, saying he will be sharing information with the court. The psychiatrist performs the assessment with compassion and competence, providing a realistic description of the boy's reaction to being bullied by his peers, insight into the family dynamics, and when testifying, provides a good explanation of how the teenage brain differs from an adult.

Law & Order's episode "Endurance" dealt with a mother of a child with multiple disabilities. She is tried for his murder by failing to give him medication after one of his attacks, then setting a fire to camouflage her act. The defense is "not guilty by reason of mental disease" and a mental health "expert" testifies that the mother is suffering from Acute Caregivers Syndrome. The prosecution challenges her credentials and competence, and she admits her Ph.D. is in kinesiology. The producers make it clear that she is untrained as a mental health professional, and her testimony is discredited. The producers were commended for educating the public about the need to separate potentially dangerous quasi-professionals from credentialed ones.

We received the following response from Dick Wolf, *Law & Order's* Executive Producer and Creator: "We are all honored to receive this award from the American Psychological Association. Everybody associated with the show felt that the subtleties and complexities of these issues were very important. We are all thrilled that such a prestigious professional organization has

acknowledged the hard work of all the writers, producers, and actors involved with these episodes."

The show *Once and Again* received the award for two episodes, "Food for Thought" and "Best of Enemies," both of which depicted a teenage anorexic girl being treated by a male therapist with a style that combined warmth, confrontation, wise interpretations, and humor. He readily connected with this potentially difficult patient. In a session that included her divorced parents, one with the parents alone, and one with the mother only, he made it clear that the purpose was to deal with issues impacting the girl and that he is not doing couples therapy or individual therapy with the mother, thus exemplifying excellent boundaries. He shows great skill dealing with this complex family situation, which is portrayed very realistically. The therapist is so warm, likable, and helpful that this depiction is likely to engender confidence in our field among the viewing public.

Once and Again's Executive Producers, Marshall Herskovitz and Edward Zwick, sent the following response: "To the APA. Thank you so much for this kind acknowledgment. It's a relief that, at long last, we can point to some tangible result of all the hours and thousands of dollars we've invested in the pursuit of therapeutic enlightenment. Any resemblance between Ed's performance and any member of your community, living or dead, is purely the result of shameless imitation. We're particularly proud that you who do the real work of changing people's lives, or at the very least of holding their hands while they refuse to change, have found our representation of your profession worthy of this notice."

The MWC is chaired by Harriet T. Schultz, Ph.D.; Vice-Chair is Shirley Glass, Ph.D. ❖

Where's Your Website, Already?

Martin H. Williams, Ph.D.

Chair, Website Development Task Force

If you don't yet have a website, the world is passing you by! It doesn't matter whether you are in business to offer psychotherapy, sell books or psychological tests, be a media consultant, or pursue scientific research. You need a website. The internet is the new means by which people find you and find access to your services. The *Yellow Pages* or other old fashioned methods are defunct. They are costly and are falling into disuse as the world becomes increasingly wired-in. However, if you think I'm wrong and that a website is an unnecessary waste of your time, don't worry. The cost of having your own website, even with your own domain name, is practically negligible. You have nothing to lose but your old fashioned misconceptions.

Let me tell you something about the beauty of the internet. You can be found by anyone on earth, from people in countries you've never heard of to people who live on your same street. Furthermore, you can afford to have just as large a web presence

as the largest corporations. Unlike conventional print, billboard, television or radio advertising, one's internet presence is not costly. Because your website is virtual (not real), the cost of occupying the website is minimal. It's like being able to build a building on imaginary real estate; a 110 story skyscraper costs no more than a one-room hovel. Your web "real estate" costs nearly nothing (actually, \$70 or less for two years if you want your own domain name, e.g., www.imapsychologist.com), and the only expenses are the graphic artist who makes your site look really cool, and the web hosting service that actually stores your site on their computer for people to access (generally about \$15/month).

Alternatively, if you get one of the free, pre-fab sites offered by AOL, Earthlink, and numerous other sources, the cost for the entire site is 0. Three problems with the free, pre-fab sites are: 1) you don't have your own domain name, so your web address would be something like <http://home.earthlink.net/~imapsychologist>, 2) the look of your site and its size (the number of pages of your own published stuff, or pictures or movies of yourself, you can include) is limited, and 3) everyone who looks at your site will undoubtedly be exposed to small, banner advertisements, selling everything from Hawaiian vacations to Viagra.

Once you have your website up and running, you must make sure that you associate it with relevant keywords and a site description. These are the terms that search engines, such as www.google.com, will use to find and index your site. Thus, if you are an expert on personality testing, you would want "personality testing" to be one of your keywords. If you set up your own site through AOL or Earthlink, you can simply type in the keywords you prefer. If you have someone set up your site, he or she will enter the keywords, also called "metatags." You will also want to submit your site to Yahoo! Yahoo! lists sites based on submissions by users. To get listed, go to www.yahoo.com and follow the instructions under "how to suggest a site." The more search engines that list you, the easier you will be to find.

If I have piqued your interest, here's how to start. If you are an Earthlink member, go to <http://support.earthlink.net/>. If you are an AOL member, go to "Keywords" and type "1-2-3 publish." You will find the services on Prodigy, Compuserve, and elsewhere.

For Division 46 members, Desktop Media will create and host a rudimentary website for only \$25/year. They will also create more elaborate sites at very competitive rates. All you need to do is send an email to Rick@dmpros.com. Alternatively, you can shop for other web designers over the internet. Finally, if you wish to stake out your very own domain name, you can purchase it even before you set up your website. Once you purchase it, no one else can use it, and you can assign it to your website once its up and running. Several companies offer such domain name service. I have dealt with www.alldomains.com. Even if you do not buy a domain name, you can at least find out whether your favorite internet moniker is still available. Good luck. ❖

Media Psychology Program Initiated

Stuart Fischhoff, PhD has developed a master's-level program in Media Psychology at California State University, Los Angeles. The 45-unit program includes 16 units taken in Broadcasting and Communications, with the remainder in Psychology. In addition, a thesis in the area of media psychology is required. There are currently five graduate students in the program and more are expected. Anyone interested in additional information can contact Dr. Fischhoff at sfisco@calstatela.edu. ❖

Carry Flyers on Book Series

It is requested that all Division members carry flyers on the Division Series when they make speeches on any topic relevant to media psychology. These books contain up-to-date and state-of-the-art material that will be of interest to our colleagues everywhere. Flyers can be obtained from Florence Kaslow, PhD, Consulting Editor, Media Psychology Book Series. ❖

Support the Division 46 Book Series

The first book of our Division Series, *Psychology and the Media*, debuted in 1997. Edited by Division 46 members Sam and Diane Kirschner and published by APA, it is the first book devoted exclusively to this topic. The book includes four chapters each on research issues and practice issues, as well as an epilogue addressing future directions in the field. Volume 2 in the series, *Psychology and the Media: A Second Look*, edited by Lita Linzer Schwartz, was published in October 1999. If you have not yet ordered your copy of Volumes 1 and 2, please do so today!

Division 46 Past President Florence Kaslow is consultant for the book series.

The two books in the series are:

- *Perspectives on Psychology and the Media*
Item No. 4316870, ISBN 1-55798-433-6
APA Member/Affiliate: \$19.95; List: \$24.95
- *Psychology and the Media: A Second Look*
Item # 431625A, ISBN 1-55798-578-2
APA Member/Affiliate: \$24.95; List: \$29.95

To order, call 1-800-374-2721 and press 1. In DC, call 202-336-5510. TDD/TTY: 202-336-6123. FAX: 202-336-5502. ❖

JOIN DIVISION 46 BOARD MEMBERS together with Division 42 Board at our Midwinter Meetings held in conjunction with APA Continuing Education in Orlando, Florida the weekend of February 7-10, 2002. Save Sunday for a leadership fun day. For more information, contact Jo Linder-Crow at APA CE office or email at jlinder-crow@apa.org.

DIVISION OF MEDIA PSYCHOLOGY • 2001 BOARD DIRECTORY

President

Lenore Walker, EdD
Center for Psychological Studies
Nova Southeastern University
3301 College Avenue
Ft. Lauderdale, FL 33314
Phone: (954) 567-0670
Email: DrLEWalker@aol.com

President-elect

Rhoda L. Fisher, PhD
7484 Armstrong Road
Manlius, NY 13104-1418
Phone: (315) 637-6688
FAX: (315) 637-6688
Email: rorshack@aol.com

President-elect Designate

Elizabeth K. Carll, PhD
4 Bittersweet Court
Centerport, NY 11721
Phone: (631) 754-2424
Fax: (631) 754-5032
Email: ecarll@prodigy.net

Past President

Alan Entin, PhD
1805 Monument Avenue
Suite 510
Richmond, VA 23220-7005
Phone: (804) 359-0109
FAX: (804) 359-6420
Email: adentin@hsc.vcu.edu

Secretary

Susan Kastl, PhD
MR Box 5018
31 McAllister Dr.
New Orleans, LA 70118-5555
Phone: (504) 865-1166
Fax: (504) 865-1667
Email: susankastl@soundpsychology.com

Treasurer

Lou Perrott, PhD
3635 Manassas Drive
Suite A
Roanoke, VA 24018
Phone: (540) 989-8896
FAX: (540) 989-8893
Email: louperro@Roanoke.infi.net

Treasurer-elect

Gloria B. Gottsegen, PhD
22777 Meridiana Drive
Boca Raton, FL 33433-6310
Phone: (561) 393-1266
FAX: (561) 393-2823
Email: GGottsegen@aol.com

Liaison to Council of Representatives

Lilli Friedland, PhD, ABPP (1/99-12/01) (1/02-12/04)
2080 Century Park East
Suite 1403
Los Angeles, CA, 90067
Phone: (310) 553-6445
FAX: (310) 553-3009
Email: lillif@aol.com

MEMBERS-AT-LARGE

Rochelle M. Balter, PhD (01-02)
Elementate Inst Line
420 E 72nd Street
New York, NY 10021
(212) 472-5035
Rbalt@aol.com

Shirley Glass, PhD (00-01)
4 Caveswood Lane
Owings Mills, MD 21117-2914
Phone: (410) 363-4377
FAX (410) 363-4180
Email: DrSGlass@aol.com

Mary B. Gregerson, PhD (02-03)
Family Therapy Institute of
Alexandria
220 South Washington Street
Alexandria, VA 22314
Phone: (703) 549-6000
FAX: (703) 548-2420
Email: oltowne@aol.com

Florence Kaslow, PhD, ABPP (00-01) (02-03)
128 Windward Drive
Palm Beach Gardens, FL 33418
Phone: (561) 688-6530
FAX: (561) 625-0320
Email: kaslowfs@worldnet.att.net

Peter Sheras, PhD (01-02)
100 East South Street
Suite 5
Charlottesville, VA 22902
Email: pls@virginia.edu

Charles D. Spielberger, PhD (00-01) (02-03)
Psychology Department
University of South Florida
4202 East Fowler Avenue
BEH 339
Tampa, FL 33620
Phone: (813) 974-2342
FAX: (813) 974-2340

Jack G. Wiggins, Jr., PhD (01-02)
15817 Echo Hills Drive
Fountain Hills, AZ 85268-3907
Phone: (480) 816-4214
FAX: (602) 816-4250
Email: drjackwiggins@uswest.net

COMMITTEES

Awards

Frank Farley, PhD
213 Ritter
Temple University
Philadelphia, PA 19122
Phone: (215) 204-6024
FAX: (215) 204-6013
Email:
ffarley@astro.ocis.temple.edu

Continuing Education

Susan Kastl, PhD
MR Box 5018
31 McAllister Dr.
New Orleans, LA 70118-5555
Phone: (504) 865-1166
Fax: (504) 865-1667
Email:
susankastl@soundpsychology.com

Ethics

Peter Sheras, PhD
100 East South Street
Suite 5
Charlottesville, VA 22902
Email: pls@virginia.edu

Fellows

Jack G. Wiggins, Jr., PhD
15817 Echo Hills Drive
Fountain Hills, AZ 85268-3907
Phone: (480) 816-4214
FAX: (602) 816-4250
Email: drjackwiggins@uswest.net

Media Watch

Harriet T. Schultz, PhD
2524 Nottingham
Houston, TX 77005
Phone: (713) 528-3336
FAX: (713) 526-4342
Email: htschultz@msn.com

Membership Chair

C. Gerald O'Brien, PhD
4290 Lakeland Drive
Suite D
Jackson, MS 39208-9586
Phone: (601) 664-6800
FAX: (601) 664-6587
Email: DocPsy@aol.com

Membership Co-chair

Rochelle M. Balter, PhD
Elementate Inst Line
420 E 72nd Street
New York, NY 10021
(212) 472-5035
Rbalt@aol.com

News Media, Public Education,

Public Policy
Elizabeth K. Carll, PhD
4 Bittersweet Court
Centerport, NY 11721
Tel: (631) 754-2424
Fax: (631) 754-5032
Email: ecarll@prodigy.net

Newsletter

Jill Adaman, PhD
6225 Executive Blvd.
Rockville, MD 20852
Phone: (301) 770-8682
FAX: (301) 770-8683
Email: jea905@aol.com

Nominations

Rhoda L. Fisher, PhD
7484 Armstrong Road
Manlius, NY 13104-1418
Phone: (315) 637-6688
FAX: (315) 637-6688
Email: rorshack@aol.com

Program 2002 Co-chair

Eve P. Fisher-Whitmore, PhD
7484 Armstrong Road
Manlius, NY 13104
Phone: (614) 771-8660
FAX: (314) 637-6688
Email: rorshack@aol.com

Program 2002 Co-chair

Mark D. Whitmore, PhD
7484 Armstrong Road
Manlius, NY 13104
Phone: (614) 771-8660
FAX: (314) 637-6688
Email: rorshack@aol.com

Publication Board

Florence Kaslow, PhD, ABPP
128 Windward Drive
Palm Beach Gardens, FL 33418
Phone: (561) 688-6530
FAX: (561) 625-0320
Email: kaslowfs@worldnet.att.net

Telehealth Chair

Leigh Jerome, PhD
150 Hamakua, #426
Kailua, HI 96734
Phone: (808) 433-1483
FAX: (808) 239-5782
Email: Jerome1002@hawaii.rr.com

Telehealth Co-chair

Marlene M. Maheu, PhD
106 Thorn St.
San Diego, CA 92013
Phone: (858) 277-2772
FAX: (858) 576-8131
Email: drm@cybertowers.com

TASK FORCE

APA Governance

Gloria B. Gottsegen, PhD
22777 Meridiana Drive
Boca Raton, FL 33433-6310
Phone: (561) 393-1266
FAX: (561) 393-2823
Email: GGottsegen@aol.com

Division 46 Listserv and Website

Join the Division 46 listserv by sending an e-mail to the **listserv@lists.apa.org** address. Leave the subject line blank. In the message, type the following: **subscribe DIV46-MEDIAPSYCH first name last name**

Also, be sure to check out our website, created and designed by Joe Ceniti. The website is located at **www.apa.org/divisions/div46**.

Election Results

A round of congratulations to the winners of this year's Division 46 elections:

- | | |
|------------------------------------|---|
| President-Elect: | Elizabeth Carll, PhD |
| Treasurer: | Gloria Gottsegen, PhD |
| APA Council Representative: | Lilli Friedland, PhD |
| Members-at-Large: | Mary Gregerson, PhD Florence Kaslow, PhD Charles Spielberger, PhD |

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